

# SUCCESS STORY

## DXY SOLUTIONS LLC

Ohio Manufacturing Extension Partnership

*"The staff at MAGNET have great follow-through and provide support for entrepreneurs at many different levels. MAGNET was a partner with us in communicating to the Northeast Ohio community, opening up doors and helping us build relationships with established companies." Dan Young, Founder/CEO*

### MOBILE APPS CONSULTANCY MOVES UP AND OUT

**ABOUT.** DXY Solutions is a mobile design and technology consultancy firm based in Cleveland, Ohio, that creates innovative mobile device products and applications. In addition to designing and building electronic firmware, DXY develops software applications and creates elegant, user-friendly graphic interfaces for a wide variety of mobile platforms. The company was founded in 2006 at CEO Dan Young's kitchen table and has since grown to 14 full-time employees.

**THE CHALLENGE.** Dan Young launched DXY Solutions about 18 months before the onset of the Great Recession, and just one year before the introduction of Apple's first-generation iPhone. Convinced that mobile devices were going to be big business, he built a business plan, hired a part-time employee, and quickly began consulting on mobile device applications for area businesses. Young was undeterred by the economic downturn, but he knew he would have to make more connections if his business was to survive. The Ohio MEP's Manufacturing Advocacy & Growth Network (MAGNET), a NIST MEP affiliate, stepped in to help.

**MEP'S ROLE.** DXY joined the Incubator at MAGNET, a high quality space in the MAGNET Innovation Center on the Cleveland State University campus. This was an opportunity for the company to become part of an entrepreneurial community, connect with critical engineering resources, reach out to local firms, and develop a supply chain to get new products off the drawing board. "MAGNET and its Incubator is a whole entrepreneurial ecosystem," said Young. "We at DXY benefitted greatly from the exposure we got as part of that ecosystem."

When the company was ready to "graduate" from the Incubator, it moved out of its temporary cubicles and into a completely refurbished industrial building on the Near West Side of Cleveland. Reflecting on the move, Young says he appreciates even more the fact that, as a 1.5-person start-up a few years ago, he didn't have to think about buying chairs and desks. The Incubator created a safe haven where Young could refine the business plan, grow his employee base, and start focusing on revenues. He recommends the Incubator to other technology entrepreneurs, affirming that MAGNET has the regional connections and engineering resources to help a new company turn its vision into a reality.



### RESULTS



Created **14** new jobs



Revenue increased to **500%** from 400% over 7 years

### NEXT STEPS



77 South High St.  
Columbus, OH 43215



(614)466-2775



[james.ruble@development.ohio.gov](mailto:james.ruble@development.ohio.gov)



[www.development.ohio.gov](http://www.development.ohio.gov)



**Manufacturing  
Extension Partnership**